

ORDER



Orders	Order / Rev:	685396
	Alt Order #:	06154607
	Product Desc:	CROSSROADS GPS
	Estimate:	548
	Flight Dates:	05/24/12 - 05/31/12
	Original Date / Rev:	05/22/12 / 05/22/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	Crossroads Media/ POL
	Buying Contact:	
	Billing Contact:	
		88 Canal Center Plaza Suite 555
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	3	\$6,600.00	\$5,610.00
05/28/12	05/31/12	5	\$9,200.00	\$7,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	3	\$6,600.00	\$5,610.00	7.20
June 2012	5	\$9,200.00	\$7,820.00	11.00
Totals	8	\$15,800.00	\$13,430.00	18.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$15,800.00
Market	100%	\$83,157.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$19,957.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$29,105.26
WTTG	22%	\$18,294.74
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	05/25/12	05/25/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ----F--	1:00	1	\$4,000.00	P-2	3.40	NM	1	\$4,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 05/21/12	05/27/12	----F--		1		\$4,000.00			3.40			
E 2	WUSA	05/28/12	05/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P M-----	1:00	1	\$1,200.00	P-3	2.30	NM	1	\$1,200.00

Advertiser:	Crossroads GPS
Product Desc:	CROSSROADS GPS
Estimate:	548

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Totals	8	\$15,800.00
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REP HEADLINE# 6154607
NEW
REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP MAY22/12 10.39
BIAS# 685396 DATE *** WUSA-TV ***

*** ORIGINAL REV#0 ***
ADD
DELETE
ORDER
LINE/S
PARTIAL LINE/S
AGENCY - 66 CANAL CENTER PLAZA, SUITE 555
ADDRESS ALEXANDRIA, VA 22314
START DATE-MAY24/12 END DATE-MAY31/12 WK-2
1/AGENCY# CROSSROADS MEDIA LLC
2/ADVERTISER# ISS/CROSSROADS GPS
3/PROD# EST#548 CROSSROADS GPS
20/EOS 4/SLSP# AARON ASHE
5/REP# - WASHINGTON, DC
21/BILL WK. MO-SU 9/AREA
63/PCON 64/ACON 10/BILL CODE
11/RATE CARD 16/BYR - NOELLE RAMSEY
14/ORDER TYPE 17/RTG SVC - NSI
57/CO-OP TYPE CO-OP KEY D/P REC#
59/STATE TAX 58/CITY TAX

REP: TO: LANCE
FR: HILARY
NEW ORDER
TTLS: 15800
PLS CFM, THX! 5/22

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CROSSROADS GPS

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS	SEC	PLAN PRICE	SPT /WK	RATE SPOT	STATION CD	STS CD	SPOT /LIN
1		FRI		1100P-1135P			60	05/25	05/25			16/		18/	CD	SC#	23/
AGENCY ADVERTISER CODE = 12																	
AGENCY PRODUCT CODE = 11																	
AGENCY EST# = 548																	
PROGRAM : 9 NEWS NOW @ 11PM																	
RA35+ : 3.4																	
CON COM1: 9 NEWS NOW @ 11PM																	

1 1 \$4,000.00 1

